

**ABSTRACT OF THE DISCLOSURE****PHASE-SEPARATED RINSE-OFF HAIR COLORING/CLEANSING PRODUCTS**

Phase-separated rinse-off hair coloring/ cleansing compositions comprise water soluble dye materials, surfactant materials, and water, wherein the water soluble dyes are concentrated in a dispersed phase of liquid emulsion droplets dispersed within the droplets to the extent that the intensity of the color imparted by the dye materials to the droplets is greater than the intensity of the color imparted by the dye materials to continuous aqueous phase. The dispersed phase may be formed by the combination of the surfactant materials and the dye materials. Methods of coloring and cleansing hair are also disclosed.